



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

John W. Chrisman, III

Serial No.: 09/832,141

Filed: April 9, 2001

For: SCENTED BOWLING BALLS AND
METHODS

Confirmation No.: 8520

Examiner: W. Pierce

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DECLARATION OF JOHN W. CHRISMAN, III

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I, John W. Chrisman, III, declare that:

1. I am competent to give sworn testimony.
2. I am the President and C.E.O. of Storm Products, Inc., (hereinafter "Storm") a corporation organized under the laws of the State of Utah.
3. I have served in this capacity at Storm since its organization on September 16, 1985.
4. Storm manufactures, markets, and sells a variety of bowling-related products, including bowling balls. The bowling balls that are manufactured, marketed, and sold by Storm are priced at \$60 and higher. These include conventional, unscented

bowling balls, as well as scented bowling balls. I am informed and believe that all of our scented bowling balls are within the scope of claims of U.S. Patent Application Serial No. 09/832,141 (hereinafter the '141 Application) and are manufactured by processes that are within the scope of claims of the '141 Application.

5. Storm currently enjoys a market share of twenty-eight percent (28%) of the bowling ball market in which it participates. *See Exhibit 1.*

Commercial Success

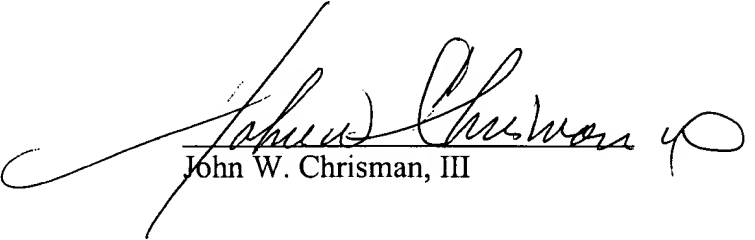
6. Prior to selling scented bowling balls, Storm sold fewer than 150,000 balls each year. In 1998, Storm sold 126,321 bowling balls, representing gross revenues to Storm of \$8,885,669.31. In 1999, Storm sold 145,320 bowling balls, representing gross revenues to Storm of \$10,830,114.31.
7. Storm began marketing scented bowling balls in 2000. Our first sales occurred on April 12, 2000.
8. Although scented bowling balls were only sold for seven and a half months of that year, 59% of the balls we sold in the year 2000 were scented (93,320 scented bowling balls (gross revenues of \$6,510,180.90) of a total of 158,010 total bowling balls (gross revenues of \$11,268,527.16) sold that year). Our scented bowling balls quickly began outselling our unscented bowling balls.
9. After introducing the scented bowling ball, our sales of bowling balls jumped significantly. In 2001, we sold 213,464 bowling balls in all (gross revenues of \$15,122,945.73), 153,504 (gross revenues of \$11,931,312.18) of which were scented, representing 72% of all of the bowling balls we sold that year—an increase of 64% in scented bowling ball sales and 35% of our total bowling ball sales over the previous year. While our total sales increased significantly, our marketing expenditures did not.
10. Since 2001, we have maintained this high level of sales. Our sales of scented bowling balls, at a rate of around 150,000 or more each year, has continued to outpace our pre-2000 total bowling ball sales, which topped out at 145,320. In addition, we have been selling unscented bowling balls at a rate of about 85,000 or more each year. In total, we have sold about 240,000 or more bowling balls each year for the past three years.
11. As a result of the commercial success of Storm's scented bowling balls since their introduction, our share of the market in which we participate has increased to

about 28%. *See* Exhibit 1. Storm has become the number two manufacturer of bowling balls in the world. *See* Exhibit 2.

12. We have sold more than 750,000 scented bowling balls, representing gross receipts to Storm of over \$55,000,000.00.
13. The commercial success that Storm has experienced by selling scented bowling balls, as well as the unexpected results of scented bowling balls, have resulted in a lot of positive press for the company, including news stories on MSNBC.com (which can be viewed at <http://msnvideo.msn.com/video/default.aspx?replace=ac69fbce-795b-496e-8069-afba1464c46c%2Cd2bcab77-7573-4664-b01b-23d80f866906%2Cb040f3b4-9d39-4df3-a639-528cca5362c2%2C65071231-9da7-441d-af97-bc892000ef4b%2Cf939a571-6194-45f4-a55d-6969dcf5c278%2C6a701688-4518-4f19-b594-33c278721bfd%2C0bb3822d-0125-470c-ac0a-4279c426154b%2C0c863dc8-8618-4f1f-8db4-8a72ea88476d%2C2e1ab49f-83c5-4bc3-b30a-8978d997f1c6&autoStart=0>), NBC Television (on "Today Show"), Fox News Channel, ABC Television (on "Good Morning America), on NBC Television's "Saturday Night Live," and on a variety of local television stations (including KING5 television in Seattle, Washington, and KUTV and KSL-TV in Salt Lake City, Utah. The Fox News Channel, KUTV, "Saturday Night Live," and "Good Morning America" stories appear on the DVD enclosed herewith as Exhibit 1. The "Today Show" and KSL-TV news stories appear on the DVD enclosed herewith as Exhibit 2.
14. In addition, several newspaper and magazine articles demonstrate the commercial success and unexpected results of Storm's scented bowling balls. For example, Storm's scented bowling balls have been the subject of articles in the Wall Street Journal (Exhibit 3), USA Today (Exhibit 4), and articles in a number of other national, regional, and local newspapers and magazines (Exhibit 5 - Exhibit 10), and received a mention in Sports Illustrated (Exhibit 11).
15. As many of these articles indicate, Storm's scented bowling balls have become so popular that fifteen (15) of the top pro bowlers, including Professional Bowlers' Association (PBA) Hall of Fame member Pete Weber, use them. In fact, nine (9) of the twenty (20) tournaments in the PBA's 2003-2004 season were won with Storm's scented bowling balls.

16. I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Dated this 24 day of June, 2005.


John W. Chrisman, III

Document in ProLaw

What's News—

Business and Finance

DISNEY'S BOARD NAMED veteran insider Robert Iger to succeed Michael Eisner as CEO. Iger, 50, is a former chairman and managing director of the company, who took over as CEO in October 1993. Iger is a former man, who was also under consideration for the post, with her name from consideration Friday.

Whitman's Exit with Disney leaves open the question of how long she will stay on at Disney.

(Articles on Pages 5 and 6)

Italy's Eni is considering an offer to Unocal, raising the possibility of a bidding war with Chevron/Texaco and China National for the California energy company.

(Article on Page A2)

Lufthansa is in talks to acquire Swiss International, in what would be another move toward European airline consolidation.

(Article on Page A2)

A Federal pension is in a quest for a new owner, with a UAL pension plan covering mechanics and ramp workers.

Hawaiian Air is poised to exit Chapter 11 in April if pilots and flight attendants ratify a new contract.

(Articles on Pages A2 and A3)

OPEC members have boosted imports from Europe, the U.S. and Asia that is helping those areas weather higher oil prices.

Crude-oil futures rallied Friday to \$54.43 amid worries about supply-demand balance.

(Articles on Pages 5 and 6)

U.S. Treasury is expected to raise the federal deficit this week from \$100 billion to \$120 billion, a sharp increase from the \$80 billion deficit in 2004.

(Article on Page A2)

The U.S. trade deficit with China is expected to reach \$100 billion in 2005, up from \$80 billion in 2004.

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World-Wide

HEZBOLLAH is a militant group in Lebanon that has been active in the region.

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For That Sweet Smell Of Success, Some Try Scented Bowling Balls

It May Reek of Gimmickry, But Fragrances Add Zest To a Rather Musty Sport

By JONATHAN EIG

CHICAGO—Oscar Gonzalez raised the 12-pound bowling ball to his nose and inhaled deeply. "Mmmmm, black cherry," he said, before handing it to his wife, Maria, for a sniff.

The couple next sniffed a ball perfumed in strawberry as they appraised the inventory at the Action Pro Shop on Chicago's north side. Ms. Gonzalez liked that one, too, but after sampling other balls smelling of amaretto and banana, she wound up buying a \$139 ball that had a cinnamon-apple fragrance.

Bowling has long been associated with certain less-than-splendid aromas: beer, hot dogs, vinyl, lane oil and nacho

cheese. But there's change in the air.

For years, skilled bowlers checked out torque, gyration radius, back-end hook and other technical measures of performance before spending as much as \$250 for a ball. Now, thanks to Storm Products Inc., of Brigham City, Utah, they're also considering whether their bowling balls should smell of peppermint, spearmint, orange or blueberry.

Other bowling-ball companies make clear balls, balls that look like eyeballs, balls with beer bottles suspended in clear plastic, balls that glow, balls with flashing lights, and balls with the image of Elvis Presley or SpongeBob SquarePants on the surface. But those are novelty products, not intended for competitive bowlers.

In the battle to win over the sport's biggest consumers, most companies rely on claims of technical superiority. Brunswick Corp., for example, the industry leader, says that its Activator brand cover stock—made from a new urethane blend—provides greater hook and versatility in various lane conditions than any other ball on the market.

But to nearly everyone's surprise—including plenty of bowlers who laughed when they got their first whiffs—Storm's scented balls are quite popular, according to pro-shop owners and others in the business, and they have turned the little company into one of the hottest players in an otherwise down-at-the-heels industry.



Bill Chrisman

Cast Change

Disney Turns to I To Take CEO Reir

Longtime Chief to Leave Early And Give Up Board Seat; Critics Call Search 'Sham'

Meg Whitman Withdraws

After a year of urgent shareholder calls for a fresh start at Walt Disney Co., the company's board yesterday named embattled Disney Chief Executive Michael Eisner's hand-picked choice to succeed him, veteran insider Robert Iger.

The appointment of Mr. Iger, the company's president and chief operating officer, is intended to extend Disney's recent financial revival with an insider

By Melissa Marr, Mylene Mangalindan and Joann S. Lublin

who is well-versed in its inner workings and unique culture. Mr. Iger, 54 years old, who rose up through the ranks of Disney's network-television business, will take over as chief executive in October.

At that point, Mr. Eisner—who at times has lobbied hard for some continuing role at Disney—will vacate his executive position, a year earlier than planned. He will stay on the Disney board until the end of his current term early in 2006, but has pledged not to seek re-election.

The break with the longtime Disney chief is intended to signal that Mr. Iger, despite being Mr. Eisner's top pick, will run the company his own way. Critics have long argued that Mr. Iger wouldn't

have true control of Disney as long as Mr. Eisner remained in the picture in any way. Some corporate governance experts said yesterday that the six-month transition period is too long.

Still, Mr. Eisner's eventual exit provides the board with some cover in appointing Mr.

Iger over superstar outsider Meg Whitman, the eBay Inc. chief executive who interviewed for the job a week ago. She withdrew her name from consideration on Friday night because she felt the Disney board was dragging its feet and appeared to be set on Mr. Iger, people familiar with the situation said. Mr. Iger was tapped only after a lengthy debate among board members, some of whom were known to favor hiring a big-



Robert Iger

inde search was a ruse...Mr. Mitchell's approach to good governance is no better than a carry at the fair, enticing words but in the end the game is rigged."

Mr. Mitchell, however, said the

Fragrances Add Some Zest to Bowling Balls

Continued From First Page

"People will mention a ball and say, 'Oh, yeah, that's the one that's pineapple,'" says Jim King, editor of Bowling This Month magazine, which calls itself the Consumer Reports of tennis. The magazine notes the fragrance of each Storm ball in its product reviews. Mr. King says his reviewers refrain from comment, however, on whether they like one scent better than another, preferring to focus on how well balls knock down pins.

Like so many inventions, scented bowling balls came about almost by accident. In the 1980s, Bill Christian owned and operated a small chemical company in Ogden, Utah, where he made industrial-strength cleaners for dishwashers and car washes.

"Detergents all have fragrances in them," he says. "Usually something citrus."

An avid bowler, Mr. Christian constantly heard bowlers complain about urethane bowling balls that lost a lot of their ability to hook as they soaked up lane oil. Some bowlers were putting their balls in the dishwasher, others in the bathtub, to wash off excess oil. Mr. Christian bottled a detergent-and-alcohol formula, added a spruce scent, and began selling it in pro shops as a ball cleaner called U-Clean/V-Score. He scored a modest success. Once he had learned the bowling business, a friend persuaded him to try manufacturing balls.

In the old days, when Ralph Kramden was toppling pins on episodes of "The Honeymooners," balls were made of rubber. But today's balls are the product of technological advances, with particle-infused urethane covers that add traction on oily lanes, and dense cores—of several pieces in some cases—that give balls greater-than-ever punch when they smash into pins.

For all their fancy ingredients, the balls were still far too plain for Mr. Christian. Almost all of them came in blue, black or purple. And they all smelled like bowling balls.

"Most of the pro shops were very small," he says. "I'm not going to say they had a bad odor to them, but they

found out what was behind the delay. Two board members told her the process was taking longer than expected."

By Friday, Ms. Whitman had resolved

were kind of musty. I thought if we put in a fragrance, people would go over and smell the balls, touch the balls," and read our name on the balls."

His first scented ball, released in the spring of 2000, was grape. A lot of citrus followed. Chocolate, which Mr. Christian thought would be a big hit, got mixed reactions. When a chocolate bowling ball sits too long in a bowling bag, alongside bowling shoes, the bouquet released when the bag is opened packs a mighty punch.

"Very polarizing," says Mr. Christian. "Lolotree was the same way."

Science marched on.

"We've probably tested about 100 flavors," he says. "The latest one we tested was a beer fragrance. That ball kind of stunk, really."

The scents are added to the chemical mix as the balls are shaped. Each model gets its own flavor. The X Factor Ace is wintergreen. Atomic Charge is cranberry. Fear Factor is plum. Eraser Baseball is pina colada. Customers can't mix and match.

Shoppers definitely notice, says Bill Clark, the owner of Bowlers R.R., a pro shop in Des Plaines, Ill. But it's how a ball pounds the pins that ultimately clinches the sale. "If the ball doesn't perform, that person isn't going to care what it smells like," he says.

U.S. manufacturers produce more than two million bowling balls a year, according to manufacturers and wholesale distributors. By any count, it's a fairly small business that has been getting smaller as the number of league bowlers has slipped. League bowling peaked at about 4.5 million bowlers in the mid-1970s and has fallen to less than half that number now.

Storm makes only midrange and high-end balls, ceding the low end of the market to its bigger rivals: Brunswick, of Lake Forest, Ill.; Ebonite International, of Hopkinsville, Ky.; and Columbia 300 Inc. of San Antonio. In the high-end market, Storm and Brunswick both claim to be the market leader. Almost everyone agrees that Brunswick's unscented Absolute In-

internal morale to reward the ship that is being righted at Disney," and "Iger gets a lot of that credit."

Still, Mr. Iger has never proved him-

ferno, which sells for more than \$200, is the most popular high-end ball on the market.

"Storm's made a pretty steady climb the last 10 years or so," says Chad Murphy, brand manager at Columbia 300. He says his company could have added a scent—it developed the technology about 15 years ago, he says—but chose not to. "I think it's a novelty."

Ed Gallagher, brand manager at Ebonite, says his company also experimented with scent and "didn't think it was worth the effort." Brunswick says the notion of adding an aroma was discussed and quickly dropped. "I don't know if 'grunk' is the right word," says Ron Addison, marketing director of the consumer-products group. "I don't feel like I'm losing any sales because our balls are not scented."

Until now, Storm has never claimed that scents affected performance. But Steve Klotenkamp, the company's technical director, says computerized tests indicate that the aromatic chemicals give Storm balls a bit of extra hook. "It's kind

1. I expect to clean off my hitting boots, re-stock my Mickey Mouse backpack and start surveying some of the other peaks that are on the horizon."

of like the cherry on the sundae," he says.

He says the aromatic liquid chemicals added to the vats of urethane had the unintended effect of increasing the tackiness or friction of the surface area, which resulted in a tiny bit of extra hook. He hopes to learn with further study whether some fragrances are tackier than others.

Storm's odors might not be strong enough to knock down pins, but some bowlers say the fragrances have occasionally distracted opponents. Others say the smells relax them, and they've gotten in the habit of inhaling before each throw. Tony Pena, manager of Action Pro Shop, says he especially likes the way the balls smell in his car. "It's like an air freshener."

One Sunday recently at Whetland Bowl in Chicago, league bowlers fantasized about the aromas they would like Storm to offer next. New cars was most frequently cited, followed by French fry.

"I don't think I'd go for a ball that smells like fruit," said Ron Molton, 64 years old, who uses an unscented ball. "Maybe if they made one that smells like gravel."

Ohio Offers Clues on Low Growth

Continued From Page A2

lead to employment growth. "The foundations are in place with strong productivity gains and a lower dollar. The manufacturing sector is in good health and will see improvement, more so in the second half of 2005," Mr. Bethune says.

The key is to build on the expertise in production and materials. For instance, the polymers industry is big in Ohio, thanks to the state's history of tire-making. Cleveland-based metal and forging companies are now making hip-replacement implants out of titanium, and chrome coatings for medical instruments that make them easier to disinfect. Logistic companies are sprouting up to take advantage of its central shipping location.

The state can build on its inherent strengths, including its Midwest location. Shipping, mainly over highways

and through ports on Lake Erie, is booming because the state is centrally positioned in terms of trucking goods to the Northeast and Southeast. To attract drivers, trucking companies are raising wages. Logistics companies are sprouting up. Northeast Ohio has top universities and health-care facilities, notably the Cleveland Clinic.

Mr. Moltinger, of Superior Products, says productivity and sales per employee increased 30% last year because of new technology, creating growth without adding workers, a situation mirrored at smaller companies in the region. "We're not seeing a lot of job growth and that's not necessarily a bad thing for the future of manufacturing," he says. His own 80-employee company will be adding five or six new people this year because of new product lines. His main concern: finding educated workers who are sophisticated about technology.

Utah company strikes gold with its scented bowling balls

Before you'd buy a Triple X Factor, a bowling ball which sells for up to \$270, you'd want to check out the stats for its "gyration radius" and "flare potential."

And its fragrance, which is black cherry.

Don't laugh. Storm Bowling, the Brigham City, Utah, company that markets fragranced balls, says 15 top pro bowlers use its high-priced scented balls — including bowling's star, Pete Weber — and were rolled by the winners of nine of the last 20 Pro Bowlers Association events.



Sports Business
By Michael Hiestand

Pro bowler Ryan Shafer says he's been "pretty successful with black cherry and cinnamon." But Shafer says a black licorice ball once gave him a real edge. "I was bowling against somebody who hated black licorice," he says. "It got into his head a little."

And Shafer says the aromatic balls' benefits go beyond his sport — "they also work as good car fresheners."

Bill Chrisman, the company's founder, agrees the balls "really can deodorize your car." But that's not the main reason for impregnating ball covers with "off-the-shelf" fragrances you might find in cleaning products — which Chrisman used to market.

In bowling centers' pro shops, he says, the scent prompts shoppers to literally sniff out the product. "They'll ask, 'What's that smell?' Then they'll go over and pick up the ball, which they might have never noticed otherwise. That's why we do it."

And Chrisman didn't just stumble onto the idea. He went into ball manufacturing with a business plan for making bright, multi-colored balls and, eventually, scented ones whose aromas are meant to last at least a decade.

"I just had these visions in my head," he says. "Because I didn't really know if it could be done."

Three years ago, he rolled out his first fragrance. "The one with the best impact off the bat was grape," says Chrisman, who rotates scents in his product line-up. "We've had good luck with raspberry. One I really liked that didn't go over well was cinnamon apple."

Chrisman says he "used to read all the marketing research on fragrance" when he was in the cleaning product business. But now he sometimes uses "just instinct," which failed him when it came to making bowling balls smell like chocolate.

"I thought it would be great," he says. "And combined with the smell of the balls, it was like a big Tootsie Roll. I thought people could relate to that. But it didn't go over well."

While bowling's 55 million participants make it America's most popular sport, most people just use what pops out of the ball return at their local alley. But consumers buy about 2 million balls annually, Chrisman says. And while the privately held Storm Bowling doesn't release sales figures, Chrisman says it has about 28% of the high- and mid-priced ball market — and fragrances have "done a lot for the brand."

Mike May of the Sporting Goods Manufacturers Association is "amazed" by the scented balls. But he also sees potential outside bowling. "Consumers have responded to balls, for various sports, that are easier to grip or come in new colors. So why not have ones that smell better?"

Smarty pants? Smarty Jones, the horse that could

Athens Olympic torch relay is a hot marketing event

Steve Alem is president of Alem International, the Louisville, Colo., firm overseeing "the biggest moving event in peacetime history," the \$45 million Athens Olympic Torch Relay, which will leave Athens on June 2 and hit 33 cities in 35 days on six continents before returning to Greece. Alem, an event management company, was involved in three Olympic torch runs before it was hired to manage the 2002 Salt Lake and Athens relays.

Q: How'd you get into the Olympic torch relay business?

A: I was in an elevator at (the 1996 Atlanta Olympic organizers' office) and somebody said they needed drivers for the flame. I literally turned around, raised my hand and said I could help.

Q: Why so many stops?

A: Originally, Athens organizers wanted even more. They wanted hot spots — Baghdad, Teheran, Beirut, Bogotá, Belfast — to make it part of a truce movement. A great dream but impractical.

Q: Can people bum lights from the torch?

A: They took glee in that in Australia (in 2000). People think they'll light a cigar, roast a marshmallow. But we take it seriously. It didn't happen on my watch, with Salt Lake, and it never will.

Q: What's the first rule of relays?

A: The biggest lesson, bar none, is you can't put them together unless you're on the ground floor of what's been sold to sponsors. The marketing department might promise a 4-foot sign on a vehicle — and the vehicle ends up being 2-feet wide.

become racing's first Triple Crown winner since 1978, is already moving merchandise.

The National Thoroughbred Racing Association sells Smarty Jones gear on ntra.com through a licensing deal with the Chapman family, the horse's owners. NTRA marketer Keith Chamblin says sales of the horse's merchandise — about \$200,000 in the first 72 hours of availability — are far outpacing those of other horses who'd won the first two legs of the Triple Crown.

Says Chamblin, noting NTRA might market Smarty Jones "replica saddle towels" if there's a Triple Crown win: "His sales are more in line with officially-licensed Seabiscuit merchandise around the movie last year."

Chamblin says Smarty Jones merchandise will hit 40 racetracks this week. But as marketing momentum builds — Smarty Jones will appear in new Visa TV ads — there might be a dark side.

"There's a ton of counterfeiting going on already," says Michael Doctrow, an attorney for the Chapmans. "It seems like everyone with a sewing machine is out embroidering Smarty Jones shirts."

Much ado: As with swimming, gymnastics, golf and tennis, Major League Soccer is proving 14-year-olds can draw ESPN2's ratings on MLS games with rookie Freddy Adu, 14, are up 48%, and he's played in five of the seven MLS games with the highest attendances.



/ Sports

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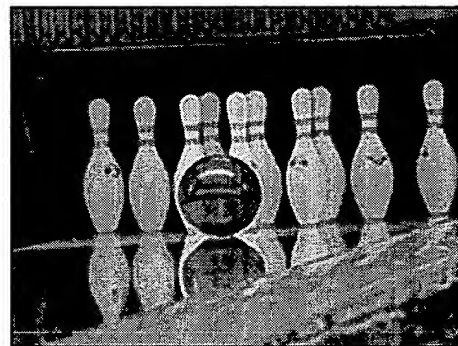
Scented balls freshen up the bowling alley

01:03 PM PDT on Monday, June 21, 2004

NBC News

There are some 55 million bowlers around the country. Now there's a new smell on the lanes, and it's not the shoes. It's scented bowling balls.

You know when a professional bowler is looking for a new ball, they look for things like the radius of gyration and even the flair potential. And the real professionals look for the smell too.



File

"We have every thing from orange to black cherries, lemonade, just about any fruit you can think of," said Trevor Hagedorn of Thunderbird Lanes.

There's nothing fishy here. Shirley Mattox is adding one to her bag.

"Oh it smells good ... my old ball doesn't smell, not that I know of," she said.

Bowlers across the country are sniffing out the "X Factor" balls, manufactured by Storm Bowling.

"Some of the previous X Factors were scented like chocolate. Some of the girls came in, don't even know the name of the ball.

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They'd say, 'I had the chocolate ball. I want the new one that smells like black cherries,'" said Hagedorn.

And even if your game stinks, at least your car won't.

"You could leave that ball in a bowling bag in the trunk of your car on a hot day. It will heat up the whole car like an air freshener," said Hagedorn.

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At least now, win or lose, you can leave the bowling alley smelling like a rose.

The scented ball sell for up to \$270.

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Monday, July 19, 2004

Scented balls on a roll

By Wendy Leonard Deseret Morning News

As the Professional Bowlers Association brought its second annual regional qualifying tournament to Utah over the weekend, balls were not only spinning down the lanes, but smelling good as well. "Just think of it as an added bonus," said Steve Kloempken, technical director of Brigham City-based **Storm Products Inc.** "It's just like (household) cleaners that have a smell, and we buy those all the time for their scent." Storm is one of only five bowling ball manufacturers in the world and the only one that manufactures scented bowling balls. Not all of the balls Storm makes have the industry-coveted scents. Solan said eight of the 20 styles come equipped with various scents such as black cherry, strawberry, chocolate, cinnamon, cherry, peppermint and lemonade. The balls range in color and can cost up to \$270 for the top-of-the-line ball. Storm's top-selling ball, the Triple X Factor, comes with a black cherry scent, but Solan said chocolate is his favorite.

"It smells pretty edible," he said. "It makes me hungry when I'm bowling. And if I were on a diet, I couldn't eat the bowling ball." Sure, a bowling ball is purchased for many reasons often determined by a bowler's rev rate, axis rotation and level of experience or lane conditions. But like fancy packaging on many products, Bill Chrisman, founder and CEO of Storm Products, has found that adding a scent carries a ball a lot further -- in the market, that is. For the past four years, scented bowling balls have been rolling off the shelves at local and national pro shops. "Most people won't remember the brand name of the ball, but they'll almost always remember the smell," said Ralph Solan, Storm's Northwest regional sales manager. Solan moved to Utah several years ago just to be a part of the Storm corporation. In 1991, Solan and Kloempken were teammates on TeamUSA, a national amateur team, in the Pan-American Games in Cuba. The team took home a gold medal in the bowling competition. "I used to bowl in tournaments for my income," Solan said. "I still play, but I've switched my competitive focus from throwing to selling." The balls are also known to freshen up a car or locker room. The scent is injected into the 2-inch resin coating during production and can permeate when temperatures increase. No ball has ever been returned for losing its scent, which Kloempken said should last at least 10 years. At any given tournament, Solan has an "arsenal" of eight balls, most of which are scented. He chooses the ball to use based on specific conditions of the lane, hook ratings and surface preparations. He has nearly 27 years of bowling experience and has just recently moved from amateur to professional status at the regional level. Solan

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said the competition in junior bowling leagues kept the love of the game alive in him for so long that he just kept going. Several top bowlers use the fragrant balls, and nine winners of the last 20 PBA events rolled Storm's scented product down the lanes. The product has been showcased on television and newspaper articles throughout the past year, which has really created a buzz for bowling as a sport. "Adding a smell creates more of an interest for the general public than just the bowler's market," Kloempken said. The balls definitely pique interest in the market as well. "If you don't have your own ball, bowling is a whole different experience," said Solan. Storm representatives displayed their product throughout the weekend during the PBA Wild Turkey Bourbon West/Northwest Gus Parks Sierra Mist Open at Denton Lanes in West Valley City. Tournament games, including professional-amateur events, concluded Sunday. E-mail: wleonard@desnews.com

----- INDEX REFERENCES -----

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Bowled over by scented balls

Posted: Feb. 1, 2005



Jim Stingl

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Sometimes, in the quest to satisfy the public's right to know, you have to get out there and smell bowling balls.

"I'll let you get that initial whiff of a virgin ball," Joe Cerar Jr. said as he opened a box and inner bag holding a never-used ball and urged me to stick my nose inside.

Wintergreen. Hey, this bowling ball is minty fresh.

I had stopped at Cerar's Bowlers Pro Shop, 4101 S. Howell Ave., to check on a rumor I believed was way too absurd to be true:

You can buy scented bowling balls now.

I don't mean the usual smells picked up by bowling balls - cigarette smoke, beer, gutter gunk, essence of armpit and such - but rather orange, cinnamon apple, black cherry, chocolate, banana, licorice, piña colada and many others.

If you're a scratch bowler, you can aspire to be a scratch 'n' sniff bowler. If it's your bowling shoes that stink, you're on your own.

Storm Products Inc., one of the bigger makers of bowling balls, builds the scent into its higher-end balls right there in its olfactory.

"The fragrance is a liquid added to the shell material during the manufacturing process," Steve Kloempken, the Utah-based company's technical director, told me.

"We have not found one yet that lost its scent."

They've avoided floral scents because there are limits of decency of how a bowling ball should smell. But watch for amaretto coming soon to a bowling center near you.

I pressed him. Why? Why make a bowling ball smell like fruit salad or a cocktail?

He said it builds brand loyalty. Buyers get attached to the smell and they only want to use balls made by Storm, which has a patent pending on the odoriferous addition.

But what does the bowler get out of it? Cerar said he's heard two answers. One, it makes a nasty bowling bag smell better.

And two, it has a calming effect on the bowler who steps onto the lane and holds the ball close to his nose before letting it fly. It puts him in the zone. There's no *I* in team, but there is an *om* in aroma.

Male customers seem to tolerate the scent because they want the ball's other fine qualities. Women like it, he said. Scented balls, most of them in wildly bright colors, have been selling well.

"It's a conversation piece. People don't believe you," said Dustin Toth, a 220-average recreational tournament bowler from St. Francis. The 23-year-old owns a bunch of scented balls.

Kloempken said nearly half of the pro tournaments last year were won with fruity balls. Why haven't we known this? If they use a raspberry football at Sunday's Super Bowl, believe me, there will be news stories.

Old Blue, my own battered bowling ball, is unscented just the way I like it, although I've been known to stink up the joint when I use it once or twice a year.

The cheapest ball Cerar carries at his store that has the built-in scent is \$139, which is why you smell so few out there on open-bowling nights. And the balls you borrow from the alley smell like bowling balls as God intended.

So far at least, scented balls have not trickled down to the masses, which should bother no one.

As a reality check, I called the Holler House, the south side bar that features two lanes of bowling in the basement where kids set the pins by hand. And I asked owner Marcy Skowronski if she's up on bowling balls that smell pretty.












Never heard of such a thing, she said.

"I've got to go downstairs and smell all the balls," she said.


Go ahead. We'll wait.

From the Feb. 2, 2005, editions of the Milwaukee Journal Sentinel
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Swift in no hurry to leave lanes



VICKI PREVOST
Pin Tales

Edmund Swift, known as Ed and also as the "the guy with the big hook and the bigger smile," has had bowling as a part of his entire life. Bowling, and his many friends in duckpin bowling, have been a remarkable benefit in helping him to accept the loss of his wife earlier this year.

"If not for the many friends he has at Bowlmor Lanes," said his son Dave, "he would have had a very difficult time of it."

At 89 years old, Swift is still bowling three leagues, two in the winter and one in the summer.

It was at LeBeau's Alleys next door to LeBeau's Tavern in New Bedford's north end when he was 15, that he got turned on to the sport.

Swift used to work as a pin boy and received five cents per lane. As he got better at the craft and was able to handle two lanes a time, he received 10 cents a game.

He would work enough so that he earned the 25 cents it would cost for him to bowl a game.

It was at that time, his now late brother, Charlie, held the alley record 234 game, a record he held until the lanes closed.

In the 1950's, Swift started bowling at Bowlmor Lanes in Mattapoisett with Arthur and Henry Saucier in the Acushnet League, a league in which he still bowls on the same night it's always been, Tuesday.

In that league, he bowled on the American Saw Team and, at one time, bowled his career-high 520 series, which included his career-high game of 189.

Swift was already in his 70's when he accomplished those high scores.

He also bowls in the Rochester League on Wednesday nights and used to bowl in the City League on Fridays until its demise. He bowled the three winter leagues and a summer league for 20 years since the 1960s.

The City League took the teams to different duckpin lanes in the SouthCoast area, including the Lincoln Park Lanes and Brockton Lanes.

"While at Lincoln Park, I picked up the 9-10 split three times in one night," Swift said.

Recently, in the Acushnet League, his team was the only one with three generations of bowlers. He had his son Dave and his grandson Steven bowling with him until Steven left bowling to pursue other things. Dave is still bowling with his dad.

Walk into Bowlmor Lanes on either Tuesday or Wednesday night and you'll spot Swift -- he's the one with the huge smile.

Tip of the week

If you missed the USA Today newspaper article of May 27 about scented bowling balls, I'll fill you in.

Storm Bowling, the Brigham City, Utah, company that markets fragranced bowling balls, says 15 top pro bowlers use its high-priced scented balls (Pete Weber is one of them), and were rolled by the winners in nine of the last 20 Pro Bowlers Association events.

Pro bowler Ryan Shafer says he's been successful with black cherry and cinnamon scented balls, but one with a black licorice smell had an edge once because his opponent hated black licorice.

Shafer also said that the balls make wonderful car fresheners.

"The main reason for impregnating the ball covers with off-the-shelf fragrances you might find in cleaning products," said Bill Chrisman, Storm's founder (and former cleaning products salesman), "is that in the pro shops, the scent prompts shoppers to literally sniff out the product."

The aromas in the bowling balls are meant to last at least a decade.



If a smelly bowling ball appeals to you, contact your pro shop operator to order one for you from Storm Products.

Upcoming events

An Adult/Child League starts today at Wonder Bowl Four bowlers (two adults and two youngsters) comprise a team.

A NEBA event is June 12-13 at AMF Chicopee Lanes in Chicopee. For information, call the lanes at (413) 592-9161.



highlights

Don Sylvia, formerly of New Bedford and now of Discovery Bay, Calif., the 2003-04 PBA Senior Tour Rookie of the Year, is starting off his sophomore year without missing a beat. He was second in the second event of the season in Klamath Falls, Ore.

Fourth-quarter winners in the Monday Night Mixed League at Wonder Bowl were the Banditos with teammates **Paul Pimental**, **Debbie Beaulieu**, **Jeannine Moniz**, **Marcel Beaulieu** and **Nickie Beaulieu**.

League champions in the Monday Night Mixed League at Wonder Bowl were the King Pins with teammates **Dave Costa**, **Roy Joseph**, **Scott Hahn**, **Karen Laneres** and **Paul Roy**.

League champions in the New Bedford Women's City League at Wonder Bowl were the Bedrock Buddies with teammates **Ruth Brown**, **Vikki Faria**, **Marie Perry**, **Cindy Swift** and **Cindy Pease**.

League champions in the Classie Lassies Match Point Doubles League at Wonder Bowl were **Joan Dean** and **Jen Furtado** who won both halves of the season's competition.

Recent high scores at AMF Holiday Lanes in Somerset were: **John Knight**, 298 game in the Cafe League; **Justin DeSouto**, 300, Somerset Commuters; **Mario Batista**, 826 series, LaCava League; **Jim Rusin**, 299 and **Dave Miranda**, 300 game both in the Somerset Commuters League.

Also, **John Dufault**, 300, Cafe League; **Del Picard, Jr.**, 804 series, Somerset Commuters; **Jeff Melia**, 300, Guys and Dolls League; **Nate Abdow**, 300, Somerset Commuters; **Kelly Van Hees**, 298, Somerset Commuters and **Nate Abdow**, 299, Monday Couples.

Senior scores were:

Wonder Bowl

Wednesday Summer Seniors: Manny Amaral, 212; Steve Baldyga, 197; John Botelho, 191; Millie Sylvia, 183; Pauline Fabian, 170.

Other scores were: **WONDER BOWL Center League:** Moe Foley, 235; George Roy, 230; Tom DeCarlo, 220; Charlie McConnell, 2226, 234, 237/697; Michael Cordeiro, 228; Kenneth Johnson, 245; Kenneth Ducas, 226, 246/685; Kenneth I. Stuart Jr., 211, 204; Ozzie Oswald, 206; Robert Thibeault, 218; Gary Felix, 257/654; Eric Dahlberg, 211, 232; Wayne Venancio, 254; Nate Abdow, 254, 247/728; Michael Monast, 215, 234/646; Mark Perry, 238, 269/678; William Berche, 200, 213; Nicholas Dean, 235; Eric Sorell, 218, 227; Paul Gagnier, 214; Michael Baptista, 235, 227/641; Dale Pickett, 206, 204; Dale Carroll, 202; Clement Amaral, 222, 258, 222/702; Adam Desmarais, 201; Scott Drouin, 212, 229; Jared Dallaire, 201; Eric Morin, 209; Bob Faria, 203; Erik Weldon, 279; Stephen Brown, 227, 236/656; Barry Szczupak, 223, 215; Tony Avylla, 224; Joe Sears, 202, 224; Ray Medina, 226; Robert Estelle, 255; Jkason Cunha, 202, 208; Don Wunschel, 222; Steve Camara, 212; Kenneth Camara, 207; Derek DaCosta, 225, 204; Craig Amaral, 268/677; Moe Dean, 203; Eric Martin, 207; Ed Seed, 205. **Monday Night Mixed:** Barry Szczupak, 238/678; Joey Cabral, 224; Steve Camara, 224/658; Pudge Boudreau, 224; Leroy Medeiros, 222; Tom Boudreau, 219; Kyle Hinchliffe, 213; Glenn Spindola, 211; Kolby Aguiar, 205; Tony Medeiros, 203; Kevin Britto, 203; Lionel Racine, 202; Marcel Beaulieu, 200; Carlos Alcaldinho, 200; Debbie Camara, 211/582; Julie Marks, 201/562; Jackie Sylvia, 525; Tammy Spindola, 519; Rose Tomczewski, 510; Maria Melo, 510. **New Bedford Women's City League:** Linda Pierce, 209/574; Dolly MacMillen, 507; Linda MacKenzie, 502; Gail Greenwood, 505; Carol Tyson, 520; Jean Oswald, 508; Brandi Souza, 508; Vikki Faria, 202/512; Lindy Jenkins, 218/520; Annemarie LeFever, 508. **Summer Recruits:** Margaret Lavoie, 506; Angie Souza, 173. **Tuesday Night Mixed:** Bruce Kimball, 214; Rachel Maciel, 211/500; Joe Teixeira, 204, 202; Randy Bryden, 201; Debbie Camara, 510; Gail Glossop, 500; Jerry Mahan, 218; Tom Avylla, 212; Skip Martel, 206; Barry Szczupak, 210; David McMullen, 200; Danny Houghton, 200, 224; Brad Raphael, 203; Bill Dubois, 206, 221; Steve Dion, 201; Tim Sousa, 220, 209; Sylvia Sousa, 201/538; Mike Gendrin, 211; Bernard Williams, 224.

Vicki Prevost is a columnist for The Standard-Times.

This story appeared on Page C20 of The Standard-Times on June 7, 2004.



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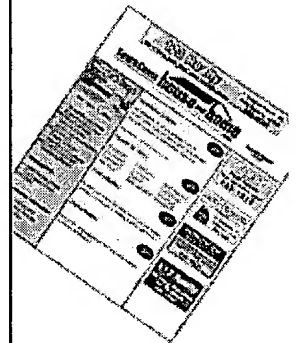
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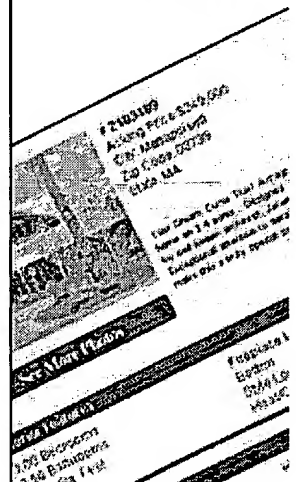
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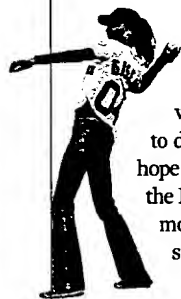
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SPORTS BEAT

YOU MAY HAVE noticed how rare it is that after a person sings the national anthem at a sporting event, the singer's father appears, rips off his shirt and whips the crowd into a screaming frenzy. Nevertheless, that is precisely what happened, twice, in Tampa last week when the Lightning asked **Brooke Bollea**, the 16-year-old daughter of pro wrestling immortal **Hulk Hogan**, to perform **Francis Scott Key**'s greatest hit be-

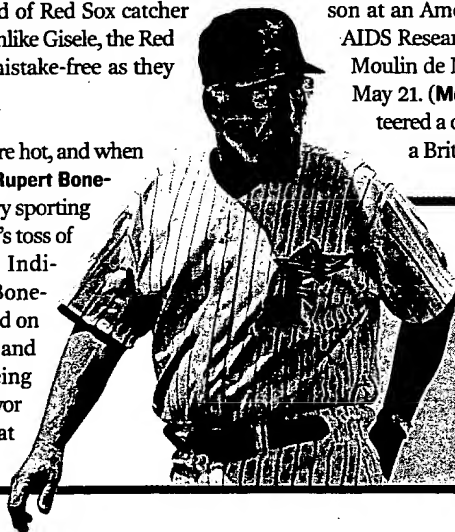
fore the team's Stanley Cup games against the Flames. Bollea (*left*) sang the anthem at the St. Pete Times Forum at least a dozen games this season, and Calgary's win in Game 1 was just the second time her appearance preceded a Lightning loss. The Hulkster, by the way, had just one piece of advice

for his not-so-little (she's 5' 11") girl, whose debut CD will be released on June 8. "I told Brooke to sing it straight, with respect," said Hogan. "If she puts any twist on it, I'll come out and body-slam her to the ice."



■ "I just learned how to throw the ball," supermodel **Gisele Bündchen** (*left*) admitted before a game at Fenway Park on May 25 at which she was to deliver the ceremonial first pitch. "I hope I don't make a crazy [mistake]." Then the Brazilian bombshell, in town to promote the opening of a Victoria's Secret store in Copley Square, fired the ball over the head of Red Sox catcher **Jason Varitek**. Unlike Gisele, the Red Sox were practically mistake-free as they pounded the A's 12-2.

■ When you're hot, you're hot, and when you're *Survivor* alum **Rupert Boneham**, you're hitting every sporting event within a comdog's toss of your hometown of Indianapolis. Last week Boneham, 40, who competed on *Survivor: Pearl Islands* and won \$1 million for being the most popular *Survivor* of all time, appeared at



the Indy 500 Festival Parade, Hoosier Park race track and at Conseco Fieldhouse for Game 2 of the Pacers-Pistons series. As Indiana's honorary captain, Boneham, a former bartender and gravedigger who now counsels troubled teens, took to the court before player introductions and fired up the crowd, then came back for Game 5. As for his newfound celebrity, Boneham discussed it before Game 2 with another member of the Indy glitterati: **Jared**, of Subway fame. "He was very nice," says Boneham. "Combined, I think we could be Indiana's version of **Jack Nicholson**."

■ How much would you pay for a one-hour private tennis lesson with **Serena Williams**? For designer **Donatella Versace**, \$25,000 seemed reasonable. With Williams's movie director-boyfriend, **Brett Ratner** (*Rush Hour*, *Red Dragon*), acting as auctioneer, Versace bid on the lesson at an American Foundation for AIDS Research black-tie gala at Le Moulin de Mougins in Cannes on May 21. (**Monica Seles** also volunteered a one-hour lesson, which a British neurologist bought

for \$25,000.) The tennis stars joined **Sharon Stone**, **Liza Minnelli**, **Ashley Judd**, **Sheryl Crow**, **Quentin Tarantino** and **Harvey Weinstein** for the event, which raised more than \$2 million. ... Late-model stock car racer **Leilani Münter** shouldn't have any trouble scoring dates; she



PICTURE THIS

If you marveled at the resemblance between Mrs. Chapman and Mr. Balfour four pages back, consider this. As **Smarty Jones** (*left*) galloped to an 11½-length win in the Preakness with **Stewart Elliott** (a Canadian in blue-and-white silks) up, he was, from this angle, the very image of **Secretariat** scoring a 2½-length win in the 1973 Kentucky Derby with **Ron Turcott** (a Canadian in blue-and-white silks) up.

THIS WEEK'S SIGN OF THE APOCALYPSE

Nine of the last 20 PBA tour events have been won by bowlers using scented balls.

worked as a body double for **Catherine Zeta-Jones** in *Traffic* and *America's Sweethearts*. But the 28-year-old brunette nonetheless took part in *I Wanna Date a Race Car Driver*, a reality dating show that premieres on the Speed Channel on June 9 at 9 p.m. Also included in the four-episode series are NASCAR Craftsman Truck Series drivers **Jon Wood** and **Brandon Whitt**, and AMA Superbike racers **Eric** and **Ben Bostrom**.

<< THEY SAID IT JACK MCKEON

Florida's 73-year-old manager, on his longevity: "I'm so old I remember Preparation A."



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Win-A-Spot Schedule covers 4 states for Evansville PBA Regional

In June and July, 5 bowling centers in 4 states will host Win-A-Spot Tournaments for Guaranteed Entry into the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open in Evansville, Indiana.

(PRWEB) June 7, 2004 -- Amateur Bowlers from Missouri, Illinois, Indiana and Kentucky will have a local opportunity to earn guaranteed entry to the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open. AMF StrikeNSpare in St. Louis, Missouri, AMF Arc Lanes in Evansville, Indiana, Eastown Recreation Center in Jasper, Indiana, Ross Cottom Lanes in Harrisburg, Illinois, and Melody Lanes in Madisonville, Kentucky, are opening their doors to men and women with the skill and tenacity to challenge the best the game has to offer. For the \$40 entry fee, each 5 game tournament pays a prize fund to 1 in 5 bowlers, with total pin fall determining the winner.

AMF StrikeNSpare, located at 1309 N. Lindbergh in St. Louis, will be hosting its tournament at 2:00 pm on Sunday, June 6th. Interested participants may contact Mark Thomas or Dale Butler at (314) 997-1004 for further details. At 5:00 pm on Sunday, June 13th, the Win-A-Spot host is AMF Arc Lanes, located at 4901 Monroe Avenue in Evansville. Interested participants may call (812) 476-3003 for further details. Rounding out the June Schedule is the 2:00 pm tournament at Eastown Recreation Center on June 19th. Located at 1307 Crossroads Avenue in Jasper, interested participants may call (812) 481-2695 for more information.

Ross Cottom Lanes hosts the first July tournament, located at 2080 US Hwy 45 N in Harrisburg. Beginning at 12 noon on July 10th, please call (618) 253-8417 for further details. Finishing off the schedule is Melody Lanes on July 18th at 10 am. Located at 1018 Main Street in Madisonville, interested participants may call (270) 821-2616 for more information.

The PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open takes place August 6, 7 and 8, 2004 at AMF Arc Lanes in Evansville, Indiana. On August 6th, bowling fans will have an opportunity to Bowl with the Pros in 2 different Pro-Am squads. The 6 p.m. Family Pro-Am will be a fun filled event with door prizes and autographs, where kids, parents, and grandparents of all ages and skill levels can soak up the electric tournament atmosphere. The 8 p.m. Adult Pro-Am sports a bit of a competitive edge, but with the same fun and frenzy of any Pro-Am event. Costs per participant is \$35 per Adult/\$25 per Youth or Senior, and all participants may add a Storm Flash Force or Storm Depth Charge to their entry for only \$100.

Storm Products, Inc. began as a manufacturer of bowling ball cleaning products in 1985, under the name High Score Products. Bill and Barb Chrisman launched their highly successful line of bowling balls in 1991, and officially became Storm in 1994. Today Storm Bowling Balls can be found in the hands of many prominent professional and amateur bowlers alike, and recent products, like the Triple X Factor, are among the best selling bowling balls in the world. Storm's newest releases, the Flash Force and the Depth Charge, will be available to Pro-Am entrants at the PBA Wild Turkey Bourbon Central/Midwest Regions Bowlers Aid Pro Shops Open for only \$100 each, a savings of over 30%.

With 7 locations in 4 states, Bowlers Aid Pro Shops, LLC provide bowlers of all ages and skill levels with unsurpassed selection, service and instruction. Owned and Operated by Joe and Deborah Galloway, each location proudly provides bowling products from such manufacturers as Storm, Brunswick, AMF and Turbo 2-N-1, and offers USA Bowling Certified Coaching expertise.

The Professional Bowlers Association Tour features the best bowlers in the world competing in 20 tournaments a season for a total prize fund of over \$5 million. The PBA Regional Tour will consist of over 200 events this season, with a prize fund totaling nearly \$4 million. The PBA has continued its remarkable growth that includes a record membership base of over 4,100 bowlers, and a 20% increase in tournament entries from the 2002-2003 season to the 2003-2004 campaign. PBA sponsors include Miller Brewing Company, Banquet Foods, Pepsi, Jackson Hewitt Tax Services, Dexter Footwear, Geico Direct, Odor-Eaters, Days Inn, Cambridge Credit Counseling, Baby Ruth, Storm, Wild Turkey Bourbon and Bayer. For more information on the PBA, log on to www.pba.com.

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